Heath Weaver heath.weaver@remote-executive.com

Career

Personal project to explore AI at EmailsandDeals.com
2024-Sep – 2025-Jan | Remote

- Designed and implemented the entire architecture for emailsanddeals.com, achieving a processing rate of 1 email every 5 seconds and improving deal extraction accuracy to 95%.
- Refactored backend systems, reducing page load times from 18 seconds to under 1 second by migrating to MariaDB and implementing Redis for task queuing.
- Automated content generation and affiliate link integration, enabling end-to-end processing of 11,500 emails and enhancing system scalability.

Managing Director at Essence of Email Agency
2019-Jun – 2024-Apr | Remote

- Overhauled customer segmentation and email strategies, boosting client revenue by 34% through targeted campaigns.
- Created a project planning system, increasing team productivity by 94% and enhancing project delivery timelines.
- Implemented AI-powered solutions like Custom GPTs for copywriting, saving 6% annually while improving customer satisfaction.
- Developed LinkedIn and cross-channel lead generation strategies, acquiring 6 new clients in under 3 months.

VP of Marketing at Trilogy Software
2018-Apr – 2019-Feb | Remote

- Developed and delivered a four-week Sales boot camp, enhancing sales team capabilities and contributing to a 25% improvement in training effectiveness.
- Created marketing assembly lines for 15 SaaS products, streamlining product launches and sales strategies through comprehensive market analysis and sales enablement materials.

Managing Partner & Co-Founder at Retorica & The Specialists Agency
2013-Aug – 2017-Aug | Remote

- Advised multinational clients on multichannel e-business strategy, enhancing their digital marketing approaches and client engagement.
- Directed the development of high-impact POS materials and digital campaigns, leading to notable projects like Bombay Sapphire's Spice Hunter campaign.

Director, Europe at High Position Agency
2010-Apr – 2011-Jun | Partially Remote

- Developed and implemented a multichannel e-business strategy for corporate clients, resulting in a 75% revenue increase and a 40% reduction in customer churn.

Head of Search Engine Marketing, Europe at Sony eCommerce Europe
2007-Jul – 2010-Mar | Brussels

- Aligned European search activities with local marketing teams, achieving a 103% increase in search traffic year-on-year.

- Coordinated Pan-European search campaigns across 16 countries, securing top 5 listings for high-volume keywords like laptop, camera, and HD TV.
- Developed the 'locomotive' strategy, turning VAIO's operational profit from 0% to over 5% in three years.

Manager, Finance at Sony VAIO Europe
2003-Oct – 2007-Jul | Brussels

- Developed Sony's first worldwide Marginal Profit analysis, enabling granular profitability insights by country/product/dealer, driving NIBT growth.
- Implemented 'locomotive' strategy, contributing to VAIO's profitability turnaround from 0% to 5% operational profit in 3 years, as noted in Sony's annual report.
- Streamlined financial processes through automation, reducing monthly workload by 4 days and staff requirements, while improving reporting accuracy.

Financial Analyst and Investor Relations at Charlotte Russe
2002-Oct – 2003-May | San Diego

- Automated financial reporting using Excel VBA (Macros), enhancing management productivity by streamlining data analysis and presentation processes.

Education
Dixie State University - in Business Administration with Accounting and Marketing Emphasis
1997-Aug – 1999-Apr | St. George, UT

Skills
Business Development:

Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Finance & Business:

Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

Leadership & Management:

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

Languages:

English (Native) • French (Basic) • Italian (Learning)

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